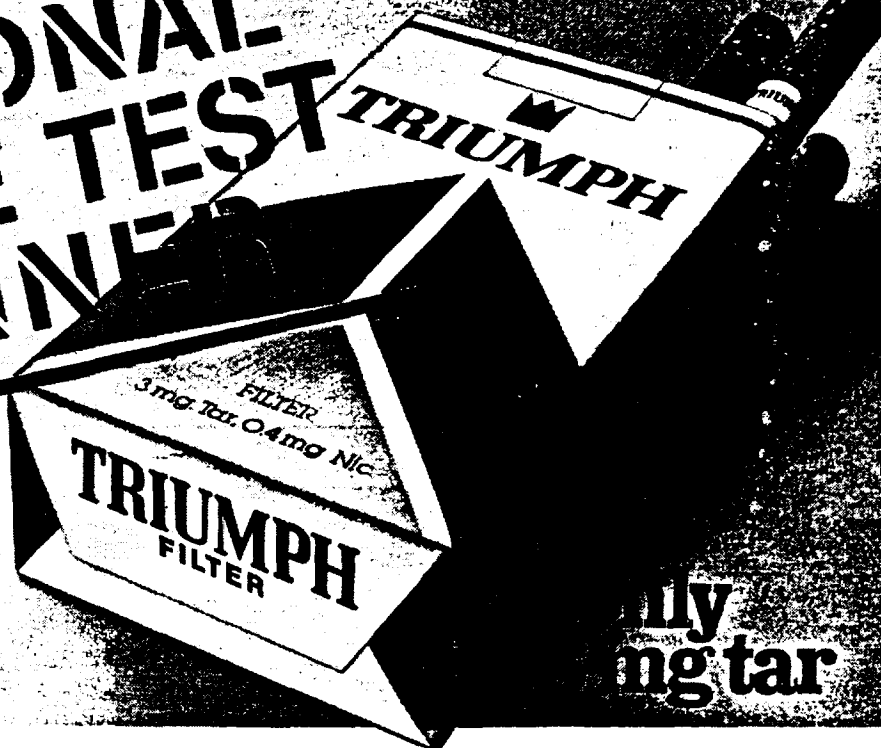


**NATIONAL
TASTE TEST
WINNER**



TRIUMPH[®] BEATS VANTAGE!

**Triumph, at less than one-third the tar,
preferred over Vantage.**

In rating overall product preference, almost twice as many smokers independently chose Triumph over Vantage. In fact, an amazing 62% said 3 mg Triumph tastes as good or better than 11 mg Vantage.

Results showed that Triumph was also preferred over •14 mg Winston Lights •12 mg Marlboro Lights •8 mg Merit.

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National Taste Test results available free on request.
Write: National Taste Test, P.O. Box 2733, Hillside, New Jersey 07205.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



**Taste the UMPH! in Triumph
at only 3 mg tar.**

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3 mg. "tar," 0.4 mg. nicotine av. per cigarette, FTC Report Jan. 1980.

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